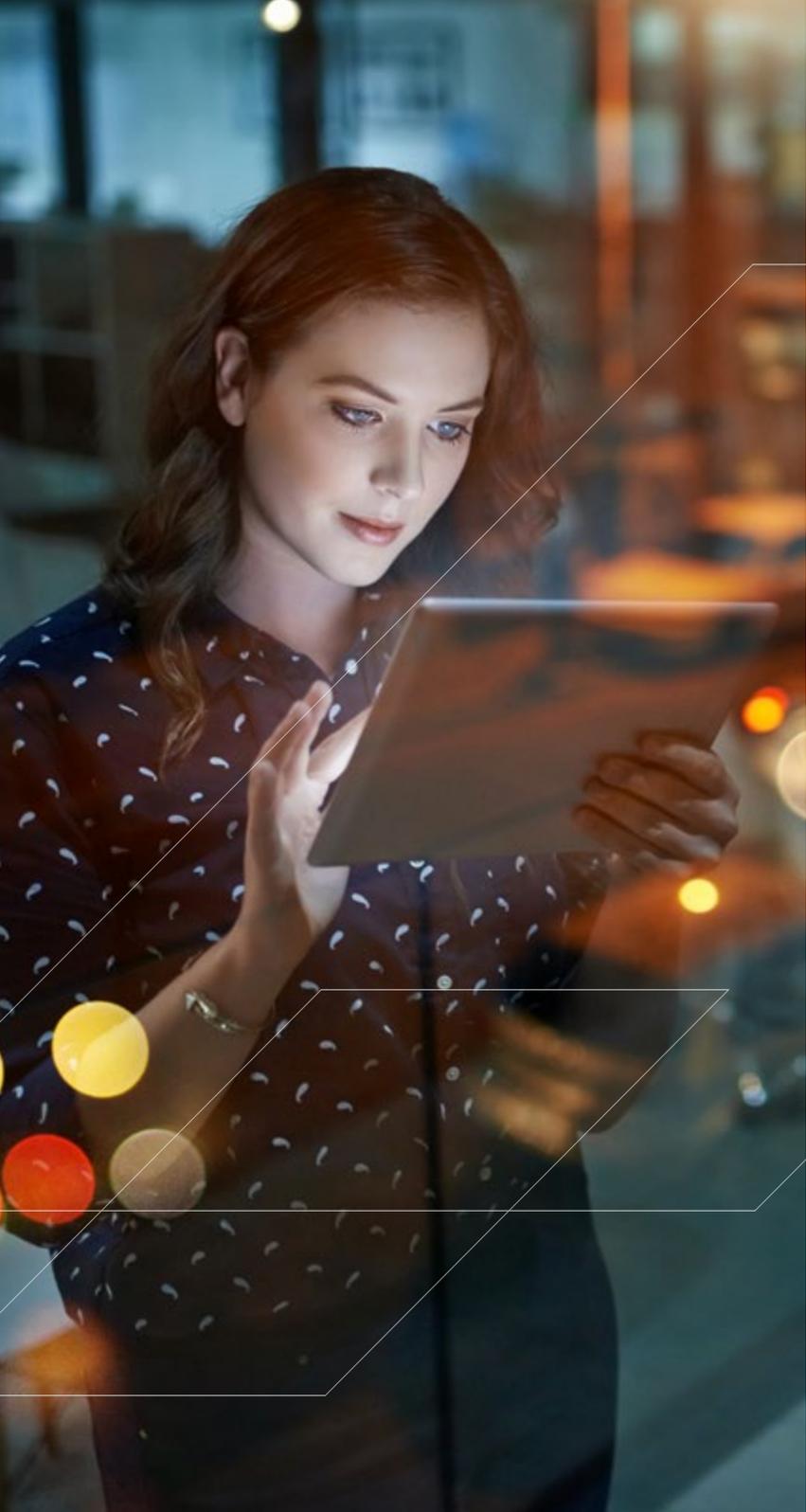




# **User experience drives digital business**

Leading enterprises translate digital experience  
into business outcomes



# Table of Contents

Digital experience is the heart of digital business .....	03
Healthcare: networking for experiences <i>and</i> outcomes .....	05
Retail: omnichannel expectations need omnichannel networking .....	06
Financial services: secure and fast connectivity to compete.....	07
Design for experience — from core to cloud to edge .....	08
Customer stories.....	09
About Zayo.....	12

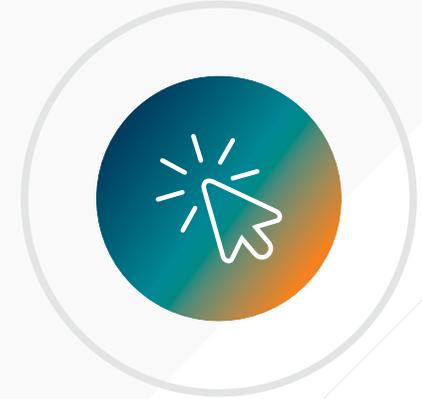
# Digital experience is the heart of digital business

The modern enterprise is entering a new phase of digital maturity: shifting from “digital transformation” to sustainable “digital business,” according to IDC.<sup>1</sup> Digital businesses are defined by the role technology plays in streamlining processes, products, services, and — most importantly — end-user experiences, both internal and external. Forrester has carved out a new category of leadership called “experience-driven businesses” (EDBs): EDBs grow revenue 1.7 times faster and increase customer lifetime value 2.3 times more than other companies.<sup>2</sup>

Despite the growing importance of digital experience, many enterprises fall short:

- On average, there is a 17% gap between customer expectations and their satisfaction with their digital experience.<sup>3</sup>
- Only half of employees are satisfied with their experiences with technology in the workplace.<sup>4</sup>

And it’s no wonder. With more distributed users, greater bandwidth demands, and heightened security threats, building a network that can deliver consistent, exceptional digital experiences is a tall order.



The modern enterprise is entering a new phase of digital maturity: **shifting from “digital transformation” to sustainable “digital business.”**

— IDC

To understand why it matters, let's look across three different industries:



At a glance, these industries have very different customer and employee needs, yet they have commonalities that make the demands on their networks very similar:

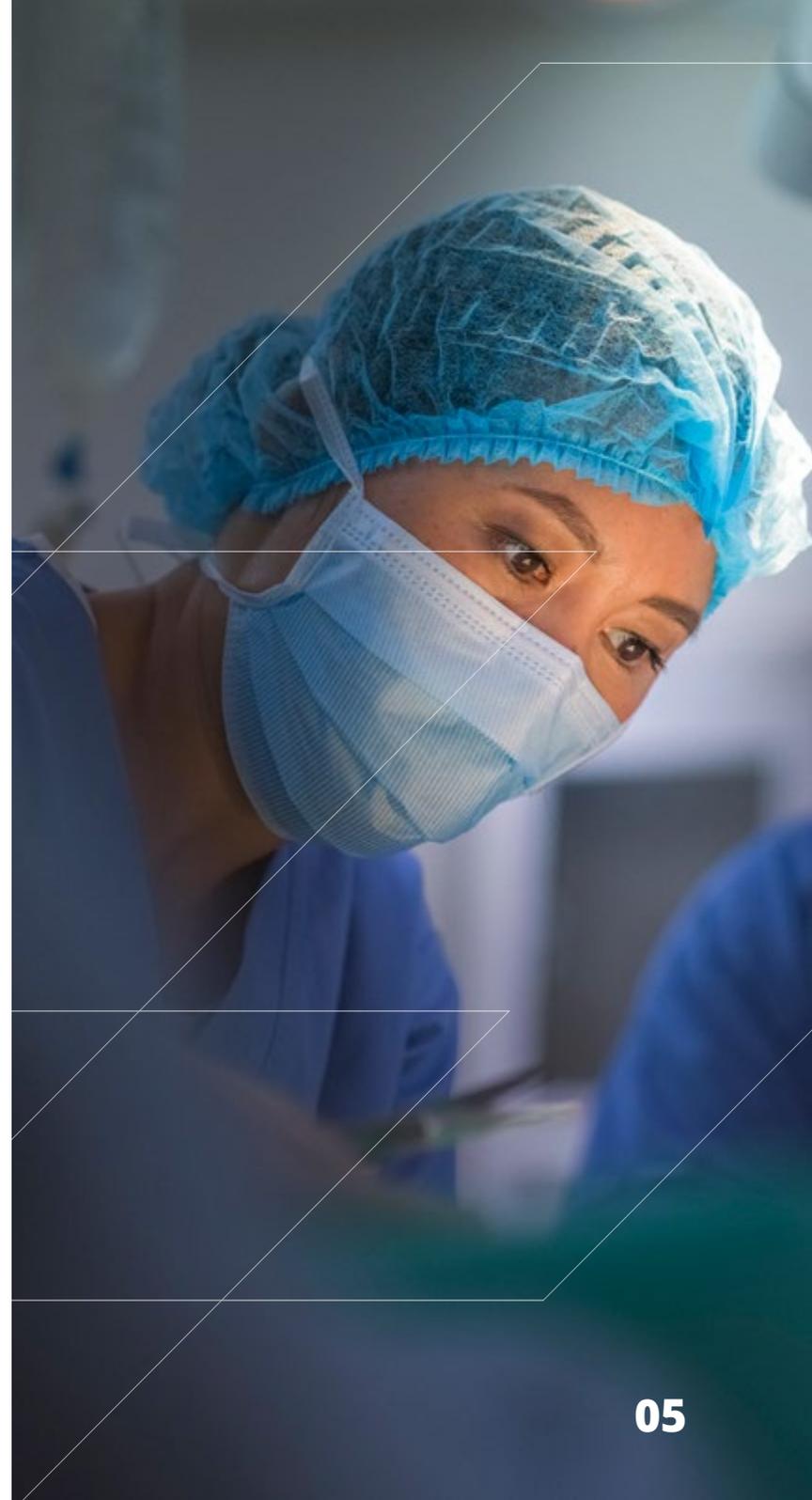
- An increase in on-the-go, on-demand customer access that is high-quality and secure
- More distributed, remote workforces that also need high-quality, secure connections from the edge to the core to the cloud
- A growing role for technology and data in personalizing experiences and improving outcomes
- A growing dependence on technology and data in making employees more efficient, engaged, and effective



# Healthcare: networking for experiences *and* outcomes

Perhaps no industry felt greater pressure to transform quickly during the pandemic than healthcare. Routine in-office patient visits went virtual, necessitating stable, high-quality video connections for both patient and provider. Patients required greater access to medical records and communication online. Administrative roles went virtual as well, requiring secure access to back-end systems, as well as cloud-based voice and call center solutions that could scale.

Beyond the service delivery issues amplified by COVID, healthcare also faces longer-term pressures to use data and technology to improve patient outcomes, such as using AI for diagnostics, remote monitoring for predictive and preventative care, and robot-assisted surgery, to name a few. And all of it requires a network that is high-performing, stable, and secure — from the edge to the core to the cloud.





# Retail: omnichannel expectations need omnichannel networking

Retail customers shop with greater fluidity than ever before — whether they're in store, on a website, or in an app, they expect frictionless, seamless experiences across channels. That means easy digital ordering, real-time inventory visibility, low-latency application performance, high-quality connectivity in store, fast checkout, and more.

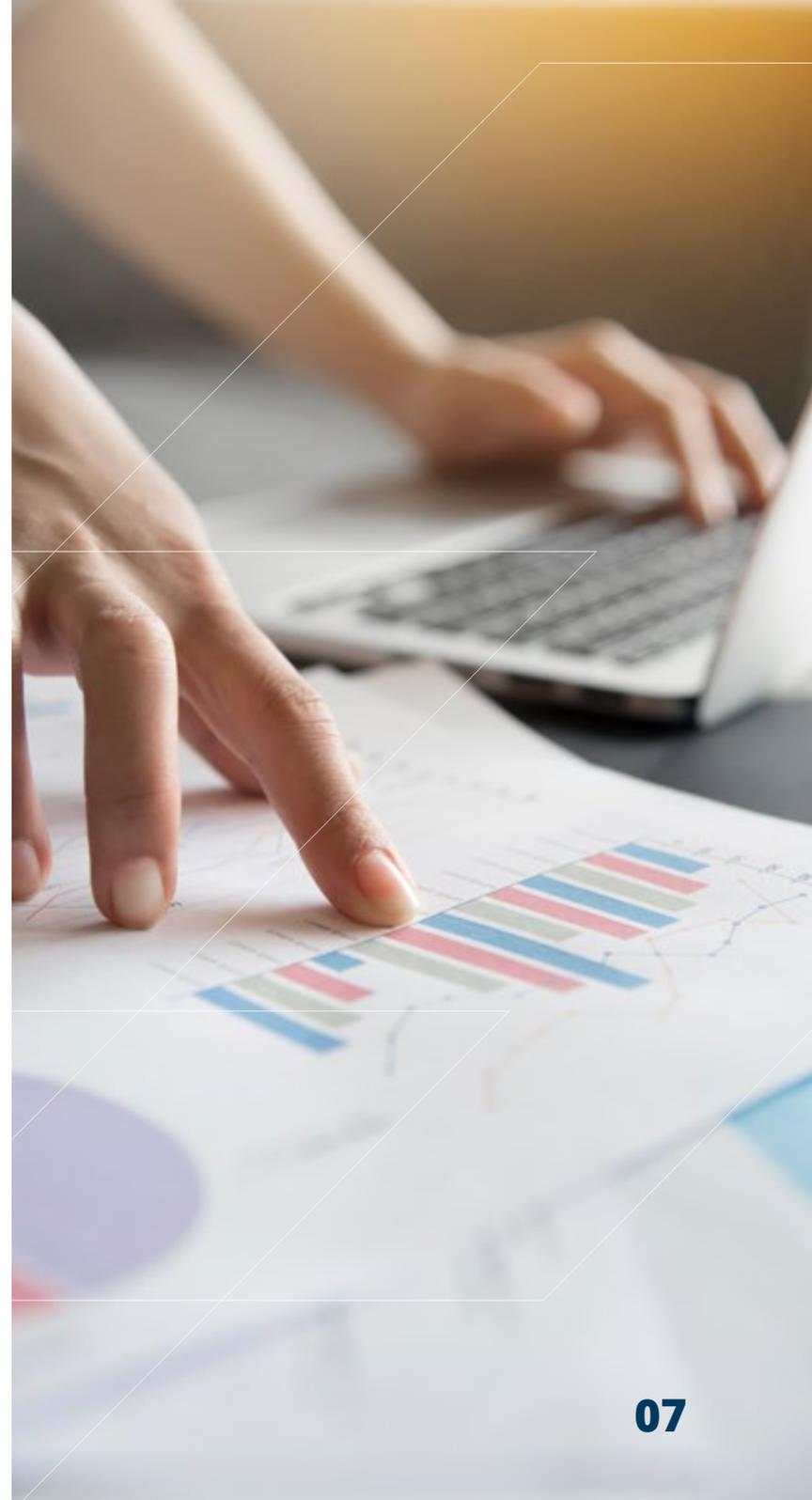
Inside a retail enterprise, there are interconnected systems, processes, and teams charged with meeting those high customer expectations. From the supply chain team that uses AI to accurately project demand and order accordingly, to the retail floor staff who rely on connected handheld and POS devices to communicate and complete transactions, retail is a complex, omnichannel business that requires a robust, secure network.



# Financial services: secure and fast connectivity to compete

Amid the cost constraints and deep workforce cuts fueled by the recent banking crisis, the pressure to compete in the financial services sector has never been greater. That means providing seamless end-user experiences for customers, as well as using speed, data, and technology to deliver financial results.

As with healthcare and retail, customer-facing applications need to be high-performance and highly secure. And behind the scenes, financial organizations are faced with the challenges of transmitting enormous amounts of data in real time, surpassing the competition to close trades, ensuring 100% operational uptime — all against a backdrop of finding greater operational efficiencies.



# Design for experience — from core to cloud to edge

Across these different, but similar verticals, what are the dimensions of network structure and management that matter most when it comes to digital experience?



## **SPEED.**

Low latency means better customer and patient interactions and faster data transmission.



## **NETWORKED VOICE AND COLLABORATION.**

Connect staff and patients, scale call volumes, and improve customer service.



## **HIGH-CAPACITY BANDWIDTH.**

Support big data applications like AI and have the bandwidth to scale.



## **NETWORK REACH + ROUTES.**

Look for connectivity everywhere you need it — including key routes between metro areas — along with diverse routes to keep your network up and running.



## **NETWORK MANAGEMENT AND VISIBILITY.**

A combination of network observability, automation, and managed services help prevent problems before they take you down.



## **NETWORK PARTNER.**

Find the right connectivity partner to help you optimize your network, decrease management costs, and find greater efficiency.



## **NETWORK CONNECTIVITY.**

Get reliable connections to the edge with SD-WAN.



## **CLOUD CONNECTIVITY.**

Move data seamlessly, securely, and cost effectively over the public Internet.



## **NETWORK SECURITY.**

Protect customer and patient data and shield your network from attacks.

## — Customer Story

# Health system leverages hybrid cloud to improve collaboration

A European national health system was expanding a secure digital platform to grow its nationwide footprint and improve collaboration between the health and social services systems. This expansion required a re-platforming of the service to the public cloud and a reconfiguration of the delivery to support Microsoft Office 365 and other cloud native workloads.



### THE SOLUTION

In partnership with a systems integrator, Zayo upgraded the internet connections in the datacenters, protecting the customer's critical IP traffic with Zayo's DDoS Protection service and bridging the customer's private and public clouds through a new IP-VPN provided by Zayo. The result: private, secure, diverse, and scalable CloudLink connections to both AWS and Microsoft Azure, integrated on the same physical ports as the healthcare organization's existing internet services in their two datacenters.





## — Customer Story

# Retailer optimizes performance through app modernization and cloud integration

A leading retailer was working to transform its digital strategy from a legacy, monolithic on-prem architecture to a microservice-oriented architecture hosted in AWS and integrated with Microsoft Azure's Dynamics 365 for cloud-based market intelligence.

After completing cloud migrations to both Azure and AWS, they realized that their connections were not secure or optimally performing because they relied on the public internet. Additionally, their cloud services were not connected through any physical, direct connectivity.



### THE SOLUTION

The company leveraged Zayo's CloudLink solution to enable low-latency, high-bandwidth connectivity from the corporate headquarters in the Northwest, to AWS's Direct Connect cloud on-ramp in Portland. This supported the company's continued integration in AWS and enabled multi-cloud connectivity to Microsoft Azure.

## — Customer Story

# Fintech company empowers customers to hit revenue goals after network upgrade

A fintech company provides both a high-level of service for their wealth and asset management customers, as well as next-generation technology to empower their customers to make the intelligent business decisions required to reach their revenue goals.

To both ensure their customers' success and support core business operations, they needed a secure, reliable network platform to provide protection and seamless communication between their datacenters and offices — a significant upgrade from their aging MPLS network.



### THE SOLUTION

Zayo deployed a cost-effective hybrid Ethernet Local Area Network designed to give the customer control over their own routers, as well as the security, diversity, performance, and reliability they needed to provide exceptional experiences for their customers.



<sup>1</sup> Moving Beyond Digital Transformation to Digital Business by IDC

<sup>2</sup> The Business Impact Of Investing In Experience by Forrester

<sup>3</sup> Experience is everything: Here's how to get it right by PWC

<sup>4</sup> Our status with tech at work: It's complicated by PWC

Find out how Zayo's national network, connectivity solutions, and industry expertise can help you structure and manage your network for success.

**Learn More in our Network Health Hub →**

### About Zayo

For more than 15 years, Zayo has empowered some of the world's largest and most innovative companies to connect what's next for their business. Zayo's future-ready network spans over 16 million fiber miles and 139,000 route miles. Zayo's tailored connectivity and edge solutions enable carriers, cloud providers, datacenters, schools, and enterprises to deliver exceptional experiences, from core to cloud to edge. For more information, visit [zayo.com](https://zayo.com).